

2022

What we will do in 2 years!

1. Identify the challenges and context related to the co-creation, co-design and collaboration across the below mentioned sectors
2. Define the curriculum with an assessment methodology
3. Develop an online learning programme fitting to the needs of both the "small commerce" as well as the "small digital" sectors.
4. Enhance a systemic and strategic approach to the co-creation, co-design and collaboration across both sectors, through the elaboration of a validated action plan for both small business from the sectors, as well as for business hubs.



Letz Retail



1st Newsletter

Welcome to our Project!

The economic impact of COVID-19 in the EU is undeniable, with the non-essential retail and commerce, as well as hospitality and cultural sectors as the ones most affected by restrictions. According to a study by www.dbk.es, these are not expected to recover before 2024. This has aggravated the situation for many, which were already in difficulties due to increased online shopping (with competing large players) or the upcome of malls on outskirts. While the situation is difficult there is hope for the future.

An analysis done in [LETZ RETAIL](#) on changing consumer behaviour due to COVID, has shown that 36% of the

respondents increased their online shopping and 61% intend to buy more from small local businesses, but most importantly online presence would encourage 90% of consumers to buy from small local businesses. This is confirmed by research from the University of Gallen, which estimates that online commerce will grow annually with 15% and represent 30% of total retail sales in Europe in 2030. The combination of increased interest and willingness to buy from local businesses (and support them) generates opportunities for those capable of providing an answer by "going online".

In LRO we understand this as the process to transform business

processes to position, market and sell their products and services online, in a (cyber)secure way. The small businesses from the retail, commerce, hospitality and cultural/creative sectors, that want to embrace digital and start their "going online" process need innovative solutions and technologies to cater for their newly launched omni-channel offering, which go beyond the standard offers, of the larger IT providers. They need fresh-thinking, fast response and close connections which small businesses, start-ups and entrepreneurs that the digital sector can offer to them. The project addresses the space of intersection and intense cooperation between both sectors need .



The main objective of LRO is to create a learning programmes which gives the owners, managers and staff from small businesses from the retail, commerce, hospitality and cultural/creative sectors (from now on "small commerce" sector) and the small businesses, start-ups and entrepreneurs from the digital and ICT sector (from now on "small digital" sector), the knowledge, skills and competences to co-create, co-design and collaborate for the digital transformation of the former, allowing them to "go online" in an cost-effective, efficient and secure way.

Come and Visit us!



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